IN THE CLAIMS

1-51.   (Canceled)

52.   (Currently Amended) A projective image display
device comprising:

an illumination unit which forms a light beam for
irradiation;

a projection lens which projects an image light to a
screen;

a reflection type light valve which has a light
incidence/reflection plane;

a cooling fan;

a space shutoff from the cooling air of said cooling fan,
and in which in an optical path of incident light from said
illumination unit to said reflection type light valve is
formed;

wherein said illumination unit illuminates said
reflection type light valve and said projection lens projects
light reflected by said reflection type light valve to form a
screen image, and wherein the cooling air of said cooling fan
flows from said reflection type light valve side to said
illumination unit side.

53.   (Previously Presented)   A projective image display
device according to claim 52:

wherein said cooling fan is disposed at said reflection
type light valve side and pulls in said cooling air from
outside of said projective image display device, and another
cooling fan is disposed at said illumination unit side and
pushes out said cooling air to outside of said projective
image display device, thereby said cooling air of said cooling
fan flows from said reflection type light valve side to said
illumination unit side.

54.   (Previously Presented)   A projective image display
device according to claim 52:

wherein said cooling fan is disposed at said illumination
unit side and pushes out said cooling air to outside of said
projective image display device, thereby said cooling air of
said cooling fan flows from said reflection type light valve
side to said illumination unit side.

55. (Currently Amended)   A ~~projected~~ projective image
display device according to claim 52:

wherein said cooling fan is disposed between said
reflection type light valve side and said illumination unit

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side so as to flow said cooling air of said cooling fan from said reflection type light valve side to said illumination side.